

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

Cinemas – SPSR Nellore District – Permission for enhancement of rates of admission in Rain Cinema formerly “Indira Theater” in Nellore – orders – Issued.

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HOME (GENL.A2) DEPARTMENT

G.O.Ms.No. 98

Dated 20 - 04-2013

Read the following:

- Ref: 1. Repr. from Authorized representative, Rain Entertainment Private Ltd, Hyd, Dt: 3-10-2012.  
2. Govt.Memo.No.27467/Genl.A/2012,Dt:18-10-2012  
3. From the District Collector, Nellore,Lr.Rc.No.C5 (M)/834/2011, Dated: 21-11-2012  
4. Repr. from Authorized representative, Rain Entertainment Private Ltd, Hyd., Dt: 24-11- 2012.

**ORDER:**

In the reference first read above, the authorized representative of Rain Entertainment Private Limited, Hyderabad has stated that Rain Entertainment Private Limited have been running a cinema theater at Nellore for the past (20) years under the name of “Indira Theater”. They have recently renovated the said theater to provide for good facilities and comfort to their audience. The renovated theater now awaits opening in the new name of “Rain Cinema.” The theatre is equipped with good facilities, such as:

- Seating capacity reduced from 453 to 381 to provide comfortable seating.
- 2k Barco Digital Projector.
- Sound system with JBL 5674 and surround speakers.
- Dolby 7.1 processor.
- Harkness Perlo 180 high gain Screen.
- Modern hygienic toilets.
- Complete compliance of all fire safety norms – water storage tanks, fire fighting extinguishers, smoke detectors and first aid hose reel drum.
- Automatic photo identity tickets with sensors to avoid black marketing of tickets.
- Complete surveillance of theater and premises through security cameras as safety measures.
- Spacious, clean and hygienic food court.
- Plush interiors, aquarium, glass staircase and LED Lighting.
- Complete air-conditioning during the entire screening of movies for all the shows.
- Ample parking lots and closed parking sheds for vehicles with apt security arrangements.
- Fully air-conditioned gaming zone.
- A total of 41 numbers of trained employees have been engaged on shift basis to maintain the theatre:
  - ❖ 12 Security Guards for frisking at security checks and car parking to control and avoid traffic jams.
  - ❖ 12 House keeping staff for cleaning of the premises.
  - ❖ 12 Customer Care Executives
  - ❖ 5 Managerial staff for overall supervision.

2. The authorized representative of Rain Entertainment Private Limited has requested the Government to enable the management to charge the rates of admission as follows:

Name of Class	No of seats	Requested Rate of Admission
Popular	79	Rs.50/-
Premier	20	Rs.95/-
Premier Plus	282	Rs.100/-

3. In continuation to the representation in the reference 4<sup>th</sup> cited, the authorized representative, Rain Entertainment Private Limited has stated that the Division Bench of the A.P High Court vide orders dated: 21.11.2012 in W.A.1278 of 2012 directed Government to consider the above representation dt:03.10.2012 without reference or taking into account G.O.Ms.No.181, dated: 11.7.2012.

4. The Collector, Nellore was addressed regarding the request for new admission rates for Rain Cinema vide Govt. Memo. dt.18.10.12. He has stated that the owner, M/s. Rain Cinema has filed W.P. No. 3785 of 2012 praying the Hon'ble High Court of A.P. to set aside the G.O.Ms.No.181, dt: 11.07.2011 and to direct the District Collector, Nellore to fix the admission rates of the theatre as desired in the representation dt: 10.02.2012.

5. In the reference 3<sup>rd</sup> cited, the District Collector, Nellore has forwarded the report of the Revenue Divisional Officer, Nellore Dt: 14.02.2012 to Government. In the said report the RDO has stated that, she had inspected the M/s. Rain Cinema M/s. Indira A/c DTS Theatre, Nellore on 13.02.2012. The theatre is newly renovated, the seating arrangements and seats are in good condition as theatre has been refurbished, and sufficient space for parking of vehicles is available.

6. The Director General, Fire Services, A.P., Hyderabad vide Rc.No.1001/MSB/SR/NLR/2012, dated: 19-01-2013 has issued NOC for occupancy to the existing building of Rain Entertainments Private Ltd., Dargamitta, Nellore District.

7. The Deputy Electrical Inspector, Nellore has certified vide Lr.No.DE/NLR/CD.No.170/12, dt6-2-2012, under rules 10 of A.P.C. ® Rules 1970 to the M/s Rain Entertainments Private Ltd. Nellore.

8. In this connection, the E.E(R&B) Nellore has issued NOC vide Lr.No. Cinematograph/A3/2009, dt.09-02-2012, to M/s Rain Entertainments Private Ltd., Nellore District.

9. The Multi Storeyed Building Inspection Committee reported that the builder has constructed the building with Ground + 2 upper floors (Slope Auditorium) with a Height of 9.95 Meters for assembly occupancy.

10. The Revenue Divisional Officer has recommended for fixation of the admission rates as requested by the M/s. Rain Entertainments (P) Ltd M/s. Indira A/c DTS Theatre, Nellore. The details are as follows:

Name of Class	No of seats	Requested Rate of Admission
Popular	79	Rs.50/-
Premier	20	Rs.95/-
Premier Plus	282	Rs.100/-

11. She has also stated that the B-Form Licence granted to M/s Indira Theatre, Nellore is renewed from 1.2.2012 to 1.6.2012 subject to the conditions of 'B' form license and Cinematography Rules, 1970 and subject to obtaining No Objection Certificate from Fire Department within two months from the date of receipt of renewal licence orders.

12. The Hon'ble High Court of A.P. Hyderabad in its Interim order dated: 21.11.2012 in Writ Appeal No.1278 of 2012 has passed the following order:-

"We only direct respondent No.1 (i.e. Govt.) to dispose of the said representation of the appellants within a fortnight, after giving a chance of being heard to them, without taking into account G.O.Ms.No.181, Home (Genl. A) Dept, Dated: 11-7-2011. The decision so to be taken by respondent No.1 shall be subject to result of the writ appeal."

13. Government, after careful examination of the above request, in exercise of the powers conferred in rule (c) of sub-rule 3 of rule 11 (B) of Andhra Pradesh Cinemas (Regulation) Rules 1970, hereby accord permission for enhancement of rates of admission by Rs.75/- for Class-I (Seventy Five only) and Rs.20/-for Class- III (Rupees Twenty only) in M/s. Rain Cinema, Nellore, subject to outcome of the W.P.No.1278/2012 pending before the Hon'ble High Court of A.P. Hyderabad.

14. The District Collector & Licensing Authority, Nellore is requested to incorporate the rates of admission in the Form-B Licence of M/s. Rain Cinema Theatre, Nellore accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

PRABHAKAR D. THOMAS  
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To  
District Collector & Licensing Authority,  
SPSR Nellore District.

**Copy to:**

Authorized representative, Rain Entertainment  
Private Ltd., Hyderabad through District Collector, Nellore District.  
P.S. to Minister for I&PR, Cinematography.  
P.S. to Special Chief Secretary to Govt., Home Dept.  
SF/SCs

// FORWARDED :BY ORDER//

SECTION OFFICER